

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_103838
Title of the Manuscript:	IDENTIFY MARKETING CHANNEL & MARKETING EFFICIENCY, MARKETING MARGIN, MARKETING COST, PRICE SPREAD OF GOBINDOBHOG RICE IN PURBA BARDHAMAN DISTRICT OF WEST BENGAL
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate? 5.</p> <p>Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The title is related to our journal framework</p> <p>The entire manuscript must first be adjusted to the exact format of the journal.</p> <p>The abstract should be brief and useful. Rewrite the introduction. Literature review means what studies have been done on the topic and what are you saying now. All the equations must be numbered and then their references should be mentioned. All of them should be mentioned in the text. The research method and data collection method should be clarified.</p> <p>References should be written based on APA and powered. Research limitations and suggestions for further studies should also be presented. The all text should be correction about grammar mistakes.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</p>		

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i> NO	

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